



JOB DETAILS

Title:	Donor Experience Executive
Duration:	3 year fixed term contract
Salary:	€30,000 - €35,000 p.a.
Reporting to:	Individual Giving Manager

BACKGROUND INFORMATION

The Irish Red Cross Society (IRC) is part of the world's largest independent humanitarian network, the International Red Cross and Red Crescent Movement. The IRC is committed to and bound by its Fundamental Principles of Humanity, Impartiality, Neutrality, Independence, Voluntary Service, Unity and Universality. The vision of the Irish Red Cross is to be a leading humanitarian organisation, providing impartial services and support to vulnerable communities both at home and abroad. Our mission is to identify and deliver humanitarian assistance to those who are most in need.

SUMMARY OF ROLE

This role will support the Irish Red Cross Individual Giving team through the engagement, retention, and development of donors. As part of this role the person in this position will deal with enquiries from donors and the public, process and handle donations in a timely manner and contribute to the work of the Irish Red Cross as a member of the Individual Giving team.

ROLE RESPONSABILITIES

- Answer supporter inquiries and work to proactively engage with donors, understand their interests and motivations to enhance donor's experiences with IRC.
- Provide administration support on data entering in the fundraising Customer Relationship Management (CRM) in a timely manner.
- Help maintain the CRM to ensure donor communication and information is accurate and up-to-date.



- Contact existing donors and prospects by telephone as part of fundraising campaigns to improve donor retention rates.
- Lead on welcome journeys including segmentation and creative for single and regular giving donors.
- Help identify new activities to retain existing supporters, maximize long-term engagement and implementing tests as required.
- Support donor outreach strategy.
- Provide regular insights to assist with the personalisation of journeys and approach based on donor value.
- Assist the Donor Care Coordinator in processing regular monthly gifts leading on welcome and thank you calls as part of supporter journey cycle.
- Work actively towards the achievement of the Irish Red Cross goals.
- Undertake training and development as required.
- Abide by and uphold the Principles of the International Red Cross Red Crescent Movement.
- Undertake any other reasonable work-related duties and responsibilities assigned by the relevant line manager that are consistent with the nature of the job and level of responsibility.

ROLE REQUIREMENTS

Essential Criteria

- 2+ years of work in non-profits, preferably with a focus on donor retention.
- Excellent communication with Donor Care and Telemarketing skills.
- Excellent data entry skills.
- Competence in MS Office applications.

Desirable Criteria

- Experience of using a database/CRM in a fundraising or marketing environment.
- Intermediate or advanced skills in MS Excel.
- Experience in processing and managing high volumes of data, testing and tracking.
- Understanding of donor care and direct marketing principles and techniques.



FURTHER INFORMATION

The Irish Red Cross is an equal opportunities employer. We value diversity and aspire to reflect this in our workforce. We welcome applications for people from all sections of the community, irrespective of gender, civil status, family status, sexual orientation, religion, age, disability, race or membership of the Traveller community. This role requires applicants to have the right to work in Ireland.

This role falls within the Irish Red Cross “Admin” job family.

APPLICATION PROCESS

To apply for this role, please forward a copy of your CV, together with a cover letter setting out how you meet the essential and desirable criteria for this role to:

fundraisingjobs@redcross.ie

Your email should contain ‘Donor Experience Executive’ in the subject line.

Applications should be in .pdf or MS Word format, and with file names in the following format: **<Surname>, <First name> - CV and <Surname>, <First name> - Cover Letter**

The closing date for applications is Monday, 22nd of May, 2023.

Shortlisting for interview will be on the basis of the essential and desirable criteria for this role.

It is intended to hold initial interviews for this role on the week commencing 29th of May 2023.

Please note that there may be a second round of interviews.